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## GENERATIVE ARTIFICIAL INTELLIGENCE IN MARKETING: A SYSTEMATIC LITERATURE REVIEW

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### ABSTRACT

The rapid advancement of Generative Artificial Intelligence (GenAI) has fundamentally transformed contemporary marketing by enabling organizations to automate content creation, personalize customer interactions, and improve strategic decision-making. Despite the growing academic interest in this field, the existing literature remains fragmented and lacks a comprehensive synthesis of the major research streams. Therefore, this study aims to systematically review and synthesize the current body of knowledge regarding the application of GenAI in marketing. This research adopts a Systematic Literature Review (SLR) approach using the PRISMA 2020 framework. Data were collected from the Scopus database using a predefined search strategy covering publications from 2023 to 2026. The initial search identified 1,717 documents, which were subsequently filtered based on subject area, document type, open-access status, citation impact, and thematic relevance. Following a rigorous screening process, 22 highly cited articles were selected for qualitative thematic synthesis. The findings reveal four dominant research themes: (1) GenAI as a strategic marketing capability, (2) AI-generated content and marketing communication, (3) consumer trust and brand authenticity, and (4) customer engagement and human-AI interaction. The review suggests that GenAI should be viewed not merely as a technological tool but as a strategic organizational capability that enhances innovation, supports personalized marketing, and strengthens customer relationships when combined with ethical governance and human oversight. This study contributes to the marketing literature by integrating fragmented findings into a coherent conceptual framework and provides practical insights for organizations seeking to leverage GenAI for sustainable competitive advantage while maintaining transparency and consumer trust.

## INTRODUCTION

The rapid advancement of Artificial Intelligence (AI) has significantly transformed contemporary business environments and reshaped marketing theory and practice [1], [2]. As organizations increasingly rely on digital technologies to create value and enhance customer experiences, AI has evolved into a strategic organizational resource that supports decision-making, personalization, customer engagement, and marketing effectiveness [1], [3]. More recently, the emergence of Generative Artificial Intelligence (GenAI) has introduced a new paradigm in marketing by enabling machines to autonomously generate human-like text, images, audio, video, and interactive conversations [3], [4]. Unlike traditional AI systems that primarily focus on prediction and classification, GenAI possesses generative and creative capabilities that fundamentally transform how organizations create marketing content, communicate with customers, and develop strategic initiatives [1], [4]. The widespread adoption of technologies such as ChatGPT, Gemini, Claude, DALL-E, and Midjourney has further accelerated the integration of GenAI into various marketing activities, including branding, advertising, customer service, content marketing, and market intelligence [5].

The growing adoption of GenAI has attracted substantial attention from both academics and practitioners because of its potential to improve efficiency, scalability, creativity, and personalization in marketing processes [3], [6]. Existing studies have explored various applications

of GenAI in marketing, including AI-generated content, personalized communication, customer engagement, virtual influencers, and responsible AI deployment [7]. Previous research has demonstrated that GenAI can reshape customer relationship management, service delivery, innovation processes, and marketing communication strategies [3]. At the same time, several studies have highlighted important challenges associated with consumer trust, ethical concerns, transparency, and brand authenticity in AI-generated marketing communication [4], [8]. Furthermore, research by [9] indicates that AI-powered virtual influencers can influence consumer attitudes and engagement, although their effectiveness strongly depends on perceived realism and credibility. Collectively, these studies indicate that GenAI has become one of the most influential technological developments in contemporary marketing research and practice [6], [10].

Despite the increasing scholarly attention, the existing literature remains fragmented across diverse application domains and theoretical perspectives. Most previous studies focus on isolated phenomena, such as AI-generated advertising, chatbot interactions, customer engagement, virtual influencers, or personalized recommendations, rather than providing an integrated understanding of the broader role of GenAI within the marketing discipline [9], [11]. In addition, prior studies frequently report inconsistent findings regarding consumer responses to AI-generated content. While some studies emphasize the ability of GenAI to enhance marketing effectiveness and customer engagement through personalization and interactivity, others highlight concerns related to declining authenticity, ethical risks, reduced trust, and consumer skepticism [1], [4]. Consequently, the current body of knowledge remains theoretically fragmented and lacks comprehensive synthesis.

The rapid expansion of GenAI research following the public release of ChatGPT has further intensified the need for systematic knowledge integration [3], [5]. Although several review studies have recently emerged, many focus on specific technologies, industries, or application contexts rather than providing a comprehensive overview of the marketing literature [6]. Therefore, three major research gaps can be identified. First, existing studies remain fragmented across multiple marketing applications and lack an integrated conceptual understanding of the role of GenAI in contemporary marketing. Second, prior research has largely examined isolated outcomes, such as consumer trust, customer engagement, and brand authenticity, without adequately exploring their interrelationships within a broader GenAI-enabled marketing ecosystem. Third, the literature employs diverse theoretical perspectives and predominantly exploratory research designs, resulting in limited theoretical integration and insufficient guidance for future research and managerial practice.

To address these gaps, this study conducts a Systematic Literature Review (SLR) using the PRISMA 2020 framework to synthesize the current state of knowledge regarding the application of GenAI in marketing. Specifically, this study seeks to answer three research questions: (1) how has the existing literature conceptualized the role of Generative Artificial Intelligence in contemporary marketing? (2) what are the major research themes and practical applications of Generative Artificial Intelligence in marketing activities? and (3) what theoretical and managerial implications, as well as future research directions, emerge from the current body of literature? By answering these questions, this study aims to provide a comprehensive and integrated understanding of the evolving role of GenAI in marketing.

This study contributes to the existing literature in several ways. First, it consolidates fragmented knowledge into a coherent conceptual framework that positions GenAI as a strategic organizational capability influencing marketing communication, consumer trust, and customer engagement. Second, this review identifies the dominant research themes, theoretical perspectives, and emerging trends that characterize the current development of GenAI research in marketing. Finally, the findings provide practical insights for managers and policymakers seeking to leverage GenAI responsibly while maintaining transparency, authenticity, and long-term customer relationships..

## METHODS

This study employs a Systematic Literature Review (SLR) to synthesize and critically evaluate the existing literature on the application of Generative Artificial Intelligence (GenAI) in marketing. To ensure methodological transparency and reproducibility, the review follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) guidelines [12], [13], which provide a structured process for identifying, screening, assessing eligibility, and selecting relevant studies for inclusion.

The literature search was conducted using the Scopus database, which was selected because of its extensive coverage of peer-reviewed journals in the fields of business and management. The search employed the following query: ("generative artificial intelligence" OR "generative AI" OR GenAI OR ChatGPT OR "AI-generated content" OR "large language model") AND (marketing OR "digital marketing" OR advertising OR branding OR "content marketing" OR "social media marketing"). The search was limited to publications between 2023 and 2026, reflecting the rapid development and adoption of Generative AI technologies in marketing research. The initial search identified 1,717 records. The records were subsequently filtered by limiting the subject area to Business, Management, and Accounting, resulting in 659 studies. Furthermore, only documents classified as journal articles were retained, reducing the dataset to 404 publications. To ensure accessibility and transparency, the review was further restricted to open-access articles, leaving 161 eligible studies.

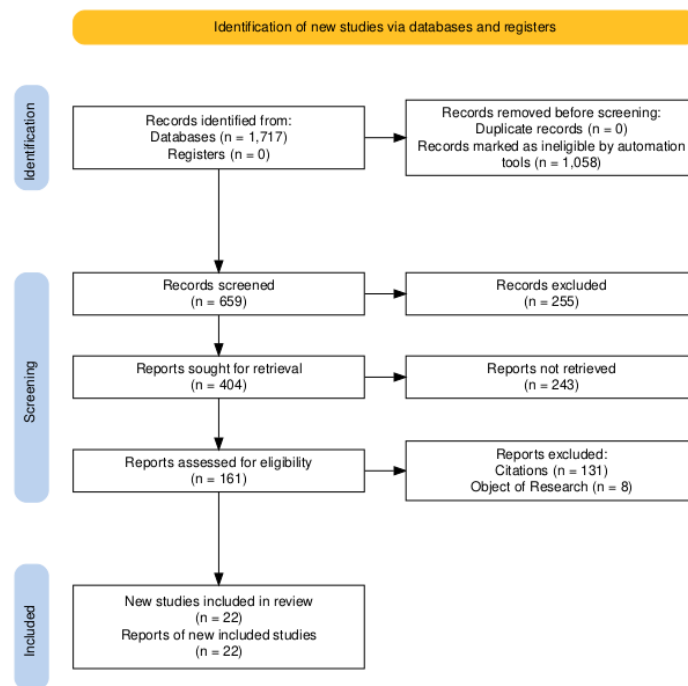


Figure 1. PRISMA 2020 Flow Diagram of The Study Selection Process

(Source : Author's Synthesis Using PRISMA 2020)

To enhance the quality and scientific relevance of the review, an additional quality as-sessment was conducted by selecting only articles with more than 30 citations, resulting in a subset of 30 highly cited studies. These articles were then manually evaluated based on their titles, abstracts, and research objectives to ensure their direct relevance to the scope of this study. Articles were included only if they explicitly examined the role of Generative Artificial Intelligence in marketing contexts, including AI-generated content, branding, advertising, customer engagement, marketing communication, and consumer behavior. Studies focusing primarily on other domains, such as education, manufacturing, or general artificial intelligence applications without a clear marketing perspective, were excluded. After applying these inclusion and exclusion criteria, 22 articles were retained for the final review and served as the basis for the thematic analysis presented in the Results and Discussion section.

## RESULTS AND DISCUSSION

### *Descriptive Analysis of the Selected Literature*

This section presents a descriptive overview of the articles selected through the PRISMA 2020 screening process. The initial search conducted in the Scopus database identified 1,717 documents published between 2023 and 2026 using predefined search strings related to Generative Artificial Intelligence (GenAI) and marketing. After limiting the results to the subject areas of Business, Management, and Accounting, 659 documents remained. Further screening based on document type reduced the dataset to 404 journal articles. Subsequently, the selection was narrowed to open-access publications, resulting in 161 articles. To improve the quality and relevance of the review, only highly cited articles with more than 30 citations were retained, leaving 30 studies. Finally, after a manual screening process based on title, abstract, and thematic relevance, 22 eligible articles were selected for the final analysis.

The publication trend demonstrates a substantial increase in scholarly interest following the public release of ChatGPT in late 2022. Most selected articles were published during 2024 and 2025, indicating that GenAI marketing research is still in an early yet rapidly expanding stage. The reviewed studies were predominantly published in high-impact journals such as the Journal of the Academy of Marketing Science, Journal of Retailing and Consumer Services, International Journal of Advertising, Business Horizons, and Journal of Business Research. This finding indicates that GenAI has become a highly relevant topic within contemporary marketing scholarship.

Conceptual papers, experiments, surveys, and qualitative studies dominated the reviewed literature. The majority of studies focused on AI-generated content, consumer trust, advertising effectiveness, customer engagement, virtual influencers, and ethical AI governance. Overall, the descriptive analysis suggests that the literature increasingly conceptualizes GenAI not merely as a technological innovation but as a strategic capability capable of transforming marketing communication and customer interaction.

Table 1. Characteristics of the Eligible Articles Included in the Systematic Literature Review

| No | Author(s)             | Year | Journal                                                         | Method                   | Main Focus                                               |
|----|-----------------------|------|-----------------------------------------------------------------|--------------------------|----------------------------------------------------------|
| 1  | Back, Kim, & Kim      | 2026 | International Journal of Advertising                            | Experimental study       | AI-generated content disclosure in prosocial advertising |
| 2  | Brüns & Meißner       | 2024 | Journal of Retailing and Consumer Services                      | Experimental study       | Brand authenticity and AI-generated social media content |
| 3  | Campbell et al.       | 2025 | Journal of the Academy of Marketing Science                     | Conceptual study         | Diversity representation in AI advertising               |
| 4  | Cillo & Rubera        | 2025 | Journal of the Academy of Marketing Science                     | Conceptual review        | Generative AI in innovation and marketing processes      |
| 5  | Ferraro et al.        | 2024 | International Journal of Advertising                            | Experimental study       | Consumer responses toward virtual influencers            |
| 6  | Ghatora et al.        | 2024 | Big Data and Cognitive Computing                                | Quantitative study       | Sentiment analysis using machine learning and LLM        |
| 7  | Grewal et al.         | 2025 | Journal of the Academy of Marketing Science                     | Conceptual review        | Future of generative AI in marketing                     |
| 8  | Grewal et al.         | 2025 | Journal of Marketing Education                                  | Conceptual study         | Future marketing and marketing education with AI         |
| 9  | Gu et al.             | 2024 | Journal of Theoretical and Applied Electronic Commerce Research | Quantitative study       | Consumer acceptance of AI-generated advertisements       |
| 10 | Kirk & Givi           | 2025 | Journal of Business Research                                    | Experimental study       | AI-authorship effect and consumer responses              |
| 11 | Hartmann et al.       | 2025 | International Journal of Research in Marketing                  | Experimental study       | Generative AI and visual marketing content               |
| 12 | Hermann & Puntoni     | 2025 | Journal of Public Policy and Marketing                          | Conceptual study         | Ethical principles and governance of generative AI       |
| 13 | Huang & Rust          | 2024 | Journal of Marketing                                            | Conceptual framework     | AI-driven customer care and service interaction          |
| 14 | Osadchaya et al.      | 2024 | Business Horizons                                               | Conceptual review        | Opportunities and paradoxes of ChatGPT in advertising    |
| 15 | Peres et al.          | 2023 | International Journal of Research in Marketing                  | Editorial review         | Implications of generative AI for research and practice  |
| 16 | Sands et al.          | 2024 | Organizational Dynamics                                         | Conceptual study         | Responsible advertising using generative AI              |
| 17 | Sigala et al.         | 2024 | Journal of Hospitality and Tourism Management                   | Conceptual review        | ChatGPT and AI in tourism and hospitality marketing      |
| 18 | Sorosrungruang et al. | 2024 | Psychology and Marketing                                        | Experimental study       | AI-enabled virtual influencers and consumer responses    |
| 19 | Urbani et al.         | 2024 | Business Horizons                                               | Conceptual framework     | Organizational readiness for AI chatbot integration      |
| 20 | van Berlo & Campbell  | 2024 | Journal of Advertising                                          | Methodological framework | MADE framework for generative AI experimental stimuli    |
| 21 | Wirtz et al.          | 2023 | Italian Journal of Marketing                                    | Conceptual review        | AI, service automation, and digital service delivery     |
| 22 | Zhang et al.          | 2024 | Annals of Tourism Research Empirical Insights                   | Case study               | Co-creation of tourism marketing materials using ChatGPT |

(Source : Author's Synthesis)

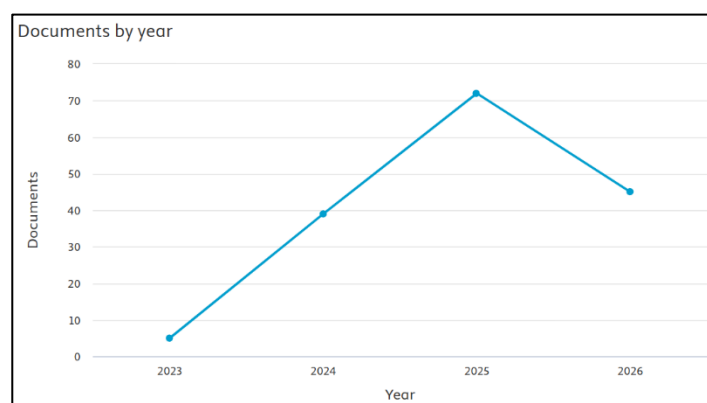


Figure 2. Publication Trends of GenAI Marketing Research (2023–2026)

(Source : Scopus Database)

### ***RQ1: How Has the Existing Literature Conceptualized the Role of Generative Artificial Intelligence in Contemporary Marketing?***

The reviewed literature conceptualizes Generative Artificial Intelligence (GenAI) as a transformative strategic capability that reshapes marketing communication, customer interaction, and organizational decision-making. Unlike traditional AI systems that primarily support prediction and automation, GenAI enables organizations to autonomously generate human-like content and interact dynamically with consumers. Consequently, GenAI is increasingly positioned as an active participant in value creation processes rather than merely a supporting technological tool.

Several studies emphasize that GenAI contributes to the development of adaptive and data-driven marketing ecosystems. [3] argued that GenAI transforms customer relationship management, market intelligence, innovation, and strategic marketing decision-making. Similarly, [1] highlighted that AI technologies strengthen customer-centric marketing capability through personalization and intelligent interaction. [14] further conceptualized GenAI as a strategic organizational resource that improves competitiveness and marketing responsiveness.

The literature also demonstrates considerable theoretical fragmentation. Existing studies employ diverse theoretical perspectives, including the Resource-Based View (RBV), Technology Acceptance Model (TAM), Stimulus–Organism–Response (SOR) theory, and Human–AI Interaction Theory. However, no dominant theoretical framework has yet emerged to comprehensively explain the strategic role of GenAI in marketing. This fragmentation reflects the novelty of the field and indicates the need for greater theoretical integration in future research.

Table 2. Conceptualization of GenAI in Marketing

| Perspective            | Main Focus                                 | Representative Studies |
|------------------------|--------------------------------------------|------------------------|
| Strategic capability   | GenAI as organizational resource           | Grewal et al. (2025)   |
| Customer interaction   | Personalized and intelligent communication | Huang & Rust (2024)    |
| Marketing innovation   | AI-assisted communication and automation   | Cillo & Rubera (2025)  |
| Human–AI collaboration | Interactive marketing ecosystems           | Kumar et al. (2025)    |

(Source : Author's Synthesis)

### ***RQ2: What Are the Major Research Themes and Practical Applications of Generative Artificial Intelligence in Marketing Activities?***

The thematic analysis identified three dominant research themes that characterize the current development of GenAI marketing research: (1) AI-generated content and marketing communication, (2) consumer trust and brand authenticity, and (3) customer engagement and human–AI interaction.

#### ***Theme 1: AI-Generated Content and Marketing Communication***

AI-generated content emerged as the most dominant research stream across the reviewed studies. Organizations increasingly utilize GenAI to create advertising copy, social media content, product descriptions, and personalized promotional materials. The literature suggests that GenAI significantly improves communication efficiency, scalability, and responsiveness in digital marketing environments.

However, several studies also highlight important challenges associated with AI-generated communication. [7], [8] demonstrated that AI-generated content may negatively influence perceptions of authenticity and emotional connection. Similarly, [9] found that AI disclosure in advertising can reduce ad credibility and donation intention. These findings indicate that transparency and disclosure practices strongly influence consumer evaluations of AI-generated marketing communication.

#### ***Theme 2: Consumer Trust and Brand Authenticity***

Consumer trust represents one of the most critical issues within AI-driven marketing ecosystems. The reviewed literature consistently indicates that transparency, ethical acceptability, and perceived realism strongly shape consumer responses toward AI-generated communication and AI-powered interaction.

[15] emphasized that undisclosed AI-generated communication may increase skepticism and reduce trust toward brands. [16] further argued that responsible AI governance, transparency, and accountability are essential for maintaining long-term customer relationships. Consequently, trust becomes a central determinant of successful GenAI adoption in marketing contexts.

#### ***Theme 3: Customer Engagement and Human–AI Interaction***

Another dominant research theme concerns the role of GenAI in enhancing customer engagement through interactive and personalized communication. AI-powered chatbots, conversational agents, and virtual influencers enable organizations to establish more dynamic customer interactions and personalized experiences.

The literature indicates that customer engagement depends strongly on the perceived human-likeness, realism, responsiveness, and emotional intelligence of AI systems. [17] and [9] demonstrated that virtual influencers can positively influence consumer attitudes and engagement when consumers perceive them as realistic and credible. Nevertheless, excessive automation may reduce emotional connection and perceived authenticity, highlighting the importance of balancing technological efficiency with human-centered communication.

Table 3. Major Research Themes in GenAI Marketing Literature

| Theme                | Main Focus                        | Key Findings                                      |
|----------------------|-----------------------------------|---------------------------------------------------|
| AI-generated content | Automated marketing communication | Improves efficiency but may reduce authenticity   |
| Consumer trust       | Transparency and ethical concerns | Trust depends on disclosure and credibility       |
| Customer engagement  | Human–AI interaction              | Engagement depends on realism and personalization |

(Source : Author's Synthesis)

***RQ3: What Theoretical and Managerial Implications, as Well as Future Research Directions, Emerge from the Current Literature?***

The reviewed literature provides several important theoretical and managerial implications regarding the adoption of GenAI in marketing. Theoretically, the findings suggest that GenAI should be conceptualized not only as a technological innovation but also as a strategic organizational capability that influences communication, branding, customer relationships, and value co-creation processes. Nevertheless, the literature remains theoretically fragmented, indicating the need for integrative frameworks capable of explaining the complex relationships among AI capability, consumer trust, personalization, and marketing effectiveness.

From a managerial perspective, the findings indicate that organizations must adopt GenAI strategically and responsibly. Although GenAI offers substantial benefits in terms of scalability, personalization, and communication efficiency, excessive reliance on automated interaction may negatively affect authenticity and consumer trust. Consequently, organizations should prioritize transparency, ethical governance, and human-centered communication strategies when implementing AI-driven marketing initiatives.

The literature also identifies several important directions for future research. First, future studies should develop integrative theoretical frameworks capable of synthesizing fragmented perspectives across AI, consumer behavior, and marketing strategy research. Second, longitudinal and cross-cultural studies are needed to examine the long-term effects of GenAI adoption on customer trust, loyalty, and organizational performance. Third, future research should investigate ethical governance, AI disclosure strategies, and regulatory implications associated with AI-generated communication. Finally, researchers should explore the evolving relationship between human creativity and AI-generated content in contemporary marketing ecosystems.

Table 4. Future Research Agenda

| Research Area          | Suggested Direction                                 |
|------------------------|-----------------------------------------------------|
| Theory development     | Develop integrated GenAI marketing frameworks       |
| Consumer behavior      | Examine long-term trust and loyalty                 |
| Ethical governance     | Investigate transparency and AI disclosure          |
| Human–AI interaction   | Explore balance between automation and authenticity |
| Cross-cultural studies | Compare consumer responses across countries         |

(Source : Author's Synthesis)

***Thematic Mapping and Integrative Synthesis***

Table 5. Thematic Mapping of the Reviewed Literature

| Theme                                            | Key Topics                                                                        | Representative Articles                                                                                         | Main Findings                                                                                                                                                      |
|--------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Generative AI as Strategic Marketing Capability  | AI transformation, strategic marketing capability, organizational competitiveness | Grewal et al. (2025); Huang & Rust (2024); Cillo & Rubera (2025); Urbani et al. (2024)                          | GenAI is increasingly conceptualized as a strategic organizational capability that enhances personalization, decision-making, innovation, and customer interaction |
| AI-Generated Content and Marketing Communication | Content automation, advertising effectiveness, social media communication         | Brüns & Meißner (2024); Baek et al. (2026); Kirk & Givi (2025); Hartmann et al. (2025); Osadchaya et al. (2024) | AI-generated content improves scalability and efficiency but may negatively affect authenticity and credibility                                                    |
| Consumer Trust and Brand Authenticity            | Trust, transparency, disclosure, authenticity, moral reactions                    | Kirk & Givi (2025); Brüns & Meißner (2024); Gu et al. (2024); Sands et al. (2024)                               | Consumer responses toward AI-generated marketing communication are strongly influenced by transparency and perceived authenticity                                  |
| Human–AI Interaction and Customer Engagement     | Virtual influencers, AI chatbots, personalization, engagement                     | Sorosrungruang et al. (2024); Kumar et al. (2025); Sigala et al. (2024); Zhang et al. (2024)                    | Human-like AI interaction enhances engagement and personalized customer experiences                                                                                |
| Ethical Governance and Responsible AI            | Ethical deployment, governance, responsible advertising, AI regulation            | Hermann & Puntoni (2025); Sands et al. (2024); Campbell et al. (2025)                                           | Responsible AI governance and ethical transparency are critical for sustainable AI adoption                                                                        |
| Future Research and Marketing Ecosystems         | Future AI ecosystem, education, AI integration, interdisciplinary research        | Grewal et al. (2025); Peres et al. (2023); Wirtz et al. (2023)                                                  | Future marketing ecosystems will increasingly depend on collaborative human–AI systems and interdisciplinary innovation                                            |

(Source : Author's Synthesis)

The thematic synthesis demonstrates that Generative Artificial Intelligence (GenAI) has evolved beyond a purely technological innovation and is increasingly positioned as a transformative strategic capability within contemporary marketing ecosystems [1], [3]. Across the reviewed studies, GenAI is consistently associated with improved personalization, scalable communication, customer engagement, and marketing efficiency [4], [18]. Organizations are increasingly utilizing AI-powered technologies to automate content creation, support strategic decision-making, optimize customer interaction, and improve communication responsiveness in digital marketing environments [5], [19].

One of the most dominant themes identified in the literature concerns the growing use of AI-generated content in advertising and digital marketing communication. Studies consistently indicate that GenAI enables organizations to produce marketing materials more efficiently while enhancing personalization and scalability [3], [20]. However, the findings also reveal significant challenges associated with consumer perceptions of authenticity and transparency. Several studies demonstrate that consumers may react negatively to AI-generated communication when they perceive reduced human authenticity, emotional connection, or ethical transparency [7], [21]. Consequently, authenticity and trust emerge as central determinants influencing the effectiveness of AI-driven marketing communication [15], [22].

The literature further emphasizes the importance of human–AI interaction in shaping customer engagement outcomes. AI-powered chatbots, conversational agents, and virtual influencers increasingly support interactive and personalized communication strategies [2], [11]. Studies focusing on virtual influencers and anthropomorphic AI systems indicate that perceived realism, emotional intelligence, and human-likeness strongly affect consumer engagement and persuasion effectiveness [17], [23]. These findings suggest that successful AI implementation in marketing requires a balance between automation efficiency and human-centered communication.

Another important finding concerns the increasing scholarly attention directed toward ethical governance and responsible AI deployment. The reviewed studies consistently highlight concerns regarding bias, accountability, disclosure, transparency, and ethical AI usage in marketing communication [15], [16]. As AI-generated content becomes increasingly difficult to distinguish from human-created communication, organizations face growing pressure to implement responsible AI practices that maintain consumer trust and regulatory compliance [24].

Overall, the integrative synthesis indicates that the future development of marketing will increasingly depend on collaborative human–AI ecosystems in which generative technologies function not only as communication tools but also as strategic partners in value creation, customer relationship management, and marketing innovation [25], [26]. Nevertheless, the literature remains theoretically fragmented and predominantly exploratory, suggesting the need for more longitudinal, cross-cultural, and theory-driven research capable of explaining the long-term implications of GenAI adoption in marketing contexts [6], [27].

## CONCLUSIONS

This study conducted a Systematic Literature Review (SLR) using the PRISMA 2020 framework to synthesize the emerging body of knowledge regarding the role of Generative Artificial Intelligence (GenAI) in marketing. Based on the analysis of 22 eligible articles indexed in the Scopus database between 2023 and 2026, the findings demonstrate that GenAI has evolved into a transformative strategic capability that significantly influences marketing communication, customer engagement, personalization, and organizational decision-making. The reviewed literature indicates that organizations increasingly utilize GenAI technologies to automate content creation, improve communication efficiency, support branding activities, and enhance customer interaction through personalized and AI-assisted experiences.

The review further reveals that AI-generated content, consumer trust, and human–AI interaction constitute the dominant research themes within contemporary GenAI marketing literature. While GenAI offers substantial benefits in terms of scalability, responsiveness, and operational efficiency, the findings also highlight important challenges related to authenticity, transparency, ethical governance, and consumer skepticism. Consequently, the successful implementation of GenAI in marketing depends not only on technological capability but also on organizations' ability to maintain responsible AI practices, transparent communication, and meaningful customer relationships.

From a theoretical perspective, this study contributes to the marketing literature by integrating fragmented research streams into a more comprehensive conceptual understanding of GenAI in marketing. The findings demonstrate that current studies employ diverse theoretical perspectives and remain in an early stage of theoretical development, indicating the need for more integrative frameworks capable of explaining the complex relationship between AI capability, consumer behavior, and marketing effectiveness. From a practical perspective, the study provides insights for managers and organizations regarding the strategic and ethical adoption of GenAI technologies in contemporary marketing environments.

Overall, this study contributes to the broader development of marketing and business research by providing a systematic synthesis of current GenAI marketing literature and identifying key opportunities and challenges associated with AI-driven transformation. The findings are expected to support future academic research, strategic decision-making, and the development of responsible AI practices within increasingly digital and data-driven marketing ecosystems.

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